C16C22

09844853



583475

Order%

## 6WSIA

## Flight Dates 10/16/12-10/22/12

Order Sep 00:15:00

Alt Order#

Product Estimate #

Contract / Revision

**SPENCE 4 MO GOV** 

Billing Type Cash Original Date / Revision Agency Com 15%

10/16/12 10/17/12 Order Type **GENERAL** Billing Contact

Billing Cycle EOM/EOC Advertiser Spence, David/R/Mo Gov 814 King Street Billing Calendar BROADCAST

Suite 400

Demographic A35+ Alexandria, VA 22314 Agency Smart Media Group LLC

SP-POL CAN Rev Codes POL

**Buying Contact** Sales Office DC-M Product Codes PL1Ea

Sales Region NAT **Priority** 2

814 King Street Agency Ref Advertiser Ref Suite 400

Start Date

Primary Account Executive

Alexandria, VA 22314

Dan Driscoll

Account Executive

Dan Driscoll	100%		
		Order Share 25%	Market Value 136200

End Date

Competir	ng Station % of Order	<u>Amoun</u> t
KCPT	%	0
KCTV	25%	34050
KCWE	%	0
KMBC	25%	34050
KMCI	%	0
KPXE	%	0
KSHB	25%	34050
KSMO	%	0

Order Total	s	Billing Plan										
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date			Net Amount C					
October 2012	87	\$28,942.50	\$34,050.00									
Totals	87	\$28,942.50	\$34,050.00	0.00								

												Tota	ıls
Ln	Ch	Start	End	Inventory Code	e Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	10/18/12	2 10/19/12	M-F 9-10a	CM-All	9-10a	TF	:30	4	\$200.003	0.00 NM	4	\$800.00
				M-F 9-10a									
1	NEWS				REV						I		
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
We	ek: 10/	15/12	10/21/12	TF	4	\$200.00	0.00						
E 2	4	10/18/1:	2 10/19/12	M-F 10-11a	CM-All	10-11a	TF	:30	4	\$100.003	0.00 NM	4	\$400.00
				M-F 10-11a									
***	IVE W	ITH KELL	Υ		REV				•		- 1		
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10/	15/12	10/21/12	TF	4	\$100.00	0.00				1		
E 3	4 .	.10/18/12	2_10/19/12	M-F 11a-12p	CM-All	11a-12p	TF	:30	4	\$100.003	0.00 NM	4	\$400.00
				M-F 11a-12p									
F	AM FE	UD			REV						I		
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				i		
We	ek: 10/	15/12	10/21/12	TF	4	\$100.00	0.00				- 1		



WDAF-TV

Print Date: 10/17/12 Page 2 of 6

Contract / Revision

Flight Dates 10/16/12-10/22/12 583475

Hiatus Dates

Original Date / Revision 10/16/12/ 10/17/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

E 4 4	10/18/1	2 10/19/12	M-F 12p-1p	CM-All	12-1p	TF	:30	4	\$200.003	0.00 NM	Spots 4	\$800.0
			M-F 12-1p						<b>4</b> =			4000.0
NEWS				REV		·						
Sta Week: 10/	art Date	<u>End Date</u> 10/21/12	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u> \$200,00	Rating 0.00						•
5 4		2 10/19/12		CM-All		TF	:30	4	\$100.003	0.00 NM	4	\$400.0
J 4	10/10/1	2 10/10/12	M-F 3-4p	OW-AU	2-4p	14	.50	7	φ100.003	0.00 14101	4	\$ <del>4</del> 00.0
JUDGE	JOE		" <b>F</b>	REV								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	T	4	\$100.00	0.00						
6 4		2 10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	TF	:30	4	\$250.003	0.00 NM	4	\$1,000.0
JUDGE				REV								
	rt Date	End Date	<u>Weekdays</u> TF	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M-F 5-530a	CM All	\$250.00 5-530a	0.00 TF	:30	4	\$200.003	0.00 NM	4	\$800.0
<i>!</i>	10/10/1	2 10/19/12	M-F 5-530a	CIVI-VII	0-000a	16	.30	4	Φ200.003	0.00 14141	4	Φ000.U
NEWS				REV						l		
	<u>irt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	TF	4	\$200.00	0.00						
8 4	10/18/1	2 10/19/12	M-F 530-6a	CM-All	530-6a	TF	:30	4	\$200.003	0.00 NM	4	\$800.0
NEWS			M-F 530-6a	REV								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/15/12	10/21/12	TF	4	\$200.00	0.00						
9 4	10/18/1	2 10/19/12		CM-AII	7-9a	TF	:30	4	\$375.003	0.00 NM	4	\$1,500.0
NEWS			M-F 7-9a	REV								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				-		
Week: 10/		10/21/12	TF	4	\$375.00	0.00						
10 4	10/20/1	2 10/20/12	Sa 7-9a	CM-All	Sa 7-9a	s-	:30	1	\$300.003	0.00 NM	1	\$300.0
			Sa 7-9a									
NEWS		- ID I		0 ( 00 )	Б.;	D. ()						
<u>Sta</u> /Week: 10	<u>irt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
11 4		2 10/21/12		·····	Su 7-9a	\$	:30	1	\$200.003	0.00 NM	1	\$200.0
., .			Su 7-9a	<b>4</b>	0	_	,	•	<b>\$200.00</b>	0.00 (1111	•	Q200.0
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S	CN AU	\$200.00	0.00 TF	:30		¢400.003	0.00 MM	,	#4 000 0
12 4	10/10/1	2 10/19/12	м-г 5-ор 530-6р		530-6p (5:30 PM-6:00		:30	4	\$400.003	0.00 NM	4	\$1,600.0
NEWS			000 op	REV	(0.001 111 0.01	,						
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	TF	4		0.00						
13 4	10/18/1	2 10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	~ <del>~ ~ TF</del> ~ -	:30	4	\$540.003	0.00 NM	4	\$2,160.0
NEWS			·	REV								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12 2 10/20/12	TF SA 1030-1130p	4	\$540.00 1030-1130p	0.00	:30	1	\$100.003	0.00 NM	1	\$100.0
15 4												

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/16/12/ 10/17/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

										Tota	ls
Ln Ch Sta		Inventory Code		Start/End Ti		Len Sp			Rtg Type S	Spots	Amount
E 15 4 10/2	0/12 10/20/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	S-	:30	1	\$100.003	MN 00.0	1	\$100.00
FOX LATE N	Т										
<u>Start Dat</u> Week: 10/15/12		<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
	8/12 10/19/12		<u> </u>	930-10p	TF	:30	2	\$800.003	0.00 NM	2	\$1,600.00
NEWS		930-10p	REV	(9:30 PM-10:	00 PM)						
N⊏VVS Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/15/12	10/21/12	TF	2	\$800.00	0.00						
	8/12 10/19/12	M-F 1030-1102p M-F 1030-1102p		1030-1102p	TF	:30	8	\$400.003	0.00 NM	8	\$3,200.00
NEWS Start Dat	e End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10/15/12		TF	8	\$400.00	0.00						
	1/12 10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	- ~ ~ ~ S	:30	1	\$800.003	0.00 NM	1	\$800.00
NEWS Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12		S	1	\$800.00	0.00						
	1/12 10/21/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	w w m m m m	:30	1	\$400.003	0.00 NM	1	\$400.00
NEWS Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12		S	1	\$400.00	0.00						
	8/12 10/18/12	MLB Champions MLB Champions		3p-CC	~ ~ T ~ - ~	:30	1	\$2,200.003	0.00 NM	1	\$2,200.00
NLCS Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12		T		\$2,200.00	0.00						
	8/12 10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	TF	:30	2	\$400.003	0.00 NM	2	\$800.00
NEWS Start Dat	e <u>End Date</u>	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10/15/12		TF	2	\$400.00	0.00						
	2/12 10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS Start Dat	e End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10/22/12		M	1		0.00						
E 25 4 10/2	2/12 10/22/12	M-F 10-11a M-F 10-11a		10-11a	M	:30	1	\$100.003	0.00 NM	1	\$100.00
LIVE WITH K		Mariana de la composición dela composición de la composición dela composición de la	REV	Dete	Detina						
<u>Start Dat</u> Week: 10/22/12		<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
	2/12 10/22/12	M-F 11a-12p M-F 11a-12p	CM-AII	11a-12p	M	:30	1	\$100.003	0.00 NM	1	\$100.00
FAM FEUD			REV		<b>.</b>						
<u>Start Dat</u> Week: 10/22/12		Weekdays M	Spots/Week 1	Rate \$100.00	Rating 0.00						
	2/12 10/22/12	M-F 12p-1p	CM-All		M	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS		M-F 12-1p	REV							-	

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583475 Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/16/12/ 10/17/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Davs	Len Sr	nots	Rate Pri	Rtg Type S	Tota Spots	als Amount
E 27 4	1 'e e x e 1	2 10/22/12		CM-AII		M	:30	1	\$200.003	0.00 NM	1	\$200.00
NE MO			M-F 12-1p	DE) (								
NEWS	art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$200.00	0.00						
E 28 4	10/22/1	2 10/22/12	M-F 3-4p	CM-All	3-4p	M	:30	1	\$100.003	0.00 NM	1	\$100.00
W.ID.O.	- 105		M-F 3-4p	DEV								
JUDGE	= JOE art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating				]		
Week: 10		10/28/12	M	1	\$100.00	0.00						
29 4	10/22/1	2 10/22/12	M-F 4-5p	CM-All	4-5p	M	:30	1	\$250.003	0.00 NM	1	\$250.00
111201			M-F 4-5p	DEV								
	E JUDY art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$250.00	0.00						
30 4	10/22/1	2 10/22/12	M-F 5-530a	CM-All	5-530a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
NEMO			M-F 5-530a	DEM								
NEWS	art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$200.00	0.00						
31 4	10/22/1	2 10/22/12	M-F 530-6a	CM-AII	530-6a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
			M-F 530-6a	0=1								
NEWS	art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						
ىرى Week: 10		10/28/12	M	<u>30013/4466K</u>	\$200.00	0.00						
32 4		2 10/22/12	M-F 7-9a	CM-All	7-9a	M	:30	1	\$375.003	0.00 NM	1	\$375.00
NENGO			M-F 7-9a	DEV								
NEWS	art Date	End Date	Weekdays	REV Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$375.00	0.00						
E 33 4	10/22/1	2 10/22/12	M-F 5-6p	CM-All	530-6p	M	:30	1	\$400.003	0.00 NM	1	\$400.00
			530-6p		(5:30 PM-6:0	0 PM)						
NEWS	art Date	End Date	Moekdove	REV Spots/Week	Rate	Rating						
Week: 10	***************************************	10/28/12	<u>Weekdays</u> M	1	\$400.00	0.00						
34 4		2 10/22/12	M-F 6-630p	CM-All	6-630p	M	:30	1	\$540.003	0.00 NM	1	\$540.00
			M-F 6-630p									
NEWS		End Data	Mackdays	REV Spots/Week	Pata	Patina						
Week: 10		End Date 10/28/12	<u>Weekdays</u> M	1	<u>Rate</u> \$540.00	Rating 0.00						
35 4			M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M	:30	2	\$400.003	0.00 NM	2	\$800.00
NEWS			,	REV								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	***	10/28/12	M	2 CN A2	\$400.00	0.00	.20		en 200 00 n	0.00 NIM		#2 200 00
36 4	10/22/1	2 10/22/12	M-F 630-7p M-F 630-7p	CIVI-AII	630-7p	M	:30	1	\$2,200.002	0.00 NM	1	\$2,200.00
WHEE	L		, +-0 , 6	REV								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M		\$2,200.00	0.00	.00		62 200 00 2	0.00 1114	4	¢2 200 00
137 4	10/18/1	2 10/18/12	MLB Championsh MLB Championsh		sp-CC		:30	1	\$2,200.003	0.00 NM	1	\$2,200.00
NLCS			·							l		

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/17/12

<u>Order Sep</u> 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV Estimate # C16C22

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	and the same	then each to make a continued at the	Rtg Type 9	opots	Amount
N 37 4		2 10/18/12	MLB Championsh MLB Championsh	•	3p-CC	T	:30	1	\$2,200.003	0.00 NM	***	\$2,200.00
NLCS					5.	5 "						
S Week: 1	tart Date	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$2,200.00	Rating 0.00						
138 4		2 10/19/12	<del> </del>			0.00	:30	1	\$2,200.003	0.00 NM	1	\$2,200.00
100 -	1071071	2 10/10/12	MLB Championsh	,	υρ 00	•	.00	'	Ψ2,200.000	0.00 1477	•	Ψ2,200.00
NLCS			·	•								
****	tart Date	End Date	<u>Weekdays</u>	Spots/Week	. —	<u>Rating</u>				1		
Week: 1		10/21/12	F		\$2,200.00	0.00						
139 4	-	2 10/19/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	~~F	:30	1	\$800.003	0.00 NM	1	\$800.00
	ATE NT	E. J.B.C.	SA for a land accord	01-0411	D-1-	D. C.						
<u>S</u> Week: 1	tart Date	End Date 10/21/12	<u>Weekdays</u> ⊱	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00						
140 4			M-F 10-1030p	CM-AII	10-1030p	M	:30	1	\$800.003	0.00 NM	1	\$800.00
70 7	10/22/3	.2 10/22/12	M-F 10-1030p	QW Fill	10-1000р	ŧ-ŧ	.00	'	4000.000	0.00 14141		Ψ00.00
FOX L	LATE NT		·									
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				- 1		
Week: 1		10/28/12	M	1	\$800.00	0.00			A.C			
41 4	10/18/1	2 10/19/12	M-F 1102-1132p M-F 1102p-1132p		M-F 1102p-1	132pTF	:30	1	\$125.003	0.00 NM	1	\$125.00
NEWS	ŝ		W-F 1102p-1132p	REV								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	0/15/12	10/21/12	TF	1	\$125.00	0.00						
42 4	10/18/1	2 10/19/12	•	CM-All	930-10p	TF	:30	1	\$800.003	0.00 NM	1	\$800.00
NIESAG	~		930-10p	REV	(9:30 PM-10:	00 PM)						
NEWS	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ں</u> Week: 1		10/21/12	TF	1	\$800.00	0.00						
43 4	10/18/1	2 10/19/12	M-F 10-1030p	CM-All	10-1030p	TF	:30	1	\$800.003	0.00 NM	1	\$800.00
			M-F 10-1030p		•							
	ATE NT											
	tart Date	End Date	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u>	Rating				l		
Week: 1		10/21/12		CN# A11	\$800.00	0.00 TF	:30	1	\$400.003	0.00 NM	1	6400.00
44 4	10/16/1	2 10/19/12	M-F 1030-1102p M-F 1030-1102p	CIVI-AII	1030-1102p	11	.30	1	Φ <del>4</del> 00.00 3	U.UU INIVI	1	\$400.00
FOX L	ATE NT		W 1 1000 11029									
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		10/21/12	TF	1	\$400.00	0.00						
45 4	10/20/1	2 10/20/12	Sa 10-1030p	CM-All	10-1030p	s-	:30	1	\$0.00 VIP	0.00 NM	1	\$0.00
EOX I	ATE NT		Sa 10-1030p							1		
	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/21/12	S-	1	\$0.00	0.00						
46 4	10/18/1	2 10/19/12	M-F 1132p-1202a M-F 1132p-1202a		M-F 1132p-1	202aTF	:30	1	\$0.00 VIP	0.00 NM	1	\$0.00
NEWS	3		141-1 110EP-120EG	REV						Ī		
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/21/12	TF	1	\$0.00	0.00						
147 4	10/18/1	2 10/19/12	M-F 1202-1232a M-F 1202m-1232		1202-1232a	TF	:30	1	\$0.00 VIP	0.00 NM	1	\$0.00
NEWS	3			REV						[		



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Flight Dates 10/16/12-10/22/12

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Contract / Revision

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

											Tota	ls
Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 4	7 4	10/18/12	10/19/12	M-F 1202-1232a	CM-All	1202-1232a	TF	:30 1	\$0.00 VIP	0.00 NM	1	\$0.00
				M-F 1202m-1232	la l							
	NEWS				REV							
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
V	Veek: 10	/15/12	10/21/12	TF	1	\$0.00	0.00					
(Auto)										Totala	07 ¢	24.050.00

Totals

87 \$34,050.00